

VIRGINIA SLIMS KINGS RESEARCH TIMELINE

QUALITATIVE RESEARCH

Dates	Objective	Sample	Methodology/Markets
w/o 2/26	To gain consumer reaction to several preliminary positioning concepts as well as four different packaging configurations (standard box, rounded corners, five-sided box, and booklet pack). In addition, dummy cigarettes will be exposed to consumers.	Female king size herd smokers, ages 20-29, non-menthol -- full flavor and lights (primary emphasis will be on 20-24 year olds)	Triads/Washington, D.C. area and Chicago
w/o 3/11	To get consumer input to potential advertising concepts for VSK to provide directional input for further development. If available, prototype cigarettes will be shown. Possible names/packaging graphics may also be explored.	Same as above	Triads/Atlanta and Detroit <i>Chicago</i> <i>12+13</i> <i>Chicago</i> <i>Atlanta</i> <i>14</i>
w/o 3/25	To obtain in-depth reactions to more developed advertising and name/packaging alternatives for VSK. Prototype cigarettes may also be explored. <i>names</i>	Same as above	In-depths and triads/Texas and New York
w/o 4/15	To obtain an in-depth understanding of the communication of potential advertising and packaging alternatives that have been refined based on prior research.	Same as above	In-depths and triads/Memphis and Baltimore

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QUANTITATIVE RESEARCH

Dates	Objective	Sample	Methodology/Markets
Field work to begin late April with results available mid-June	Name/Packaging Test: To evaluate no more than 4 potential graphic looks and names in terms of likability as well as communication of product and smoker attributes.	TBD	Mall intercept/telephone pre-recruiting in approximately 15 geographically dispersed markets
Field work to begin early July with results available early September	Concept/Product Test (Ad/Pack): To measure the overall appeal of the VSK proposition -- based on advertising, packaging, and product trial.	TBD	Mall intercept/telephone pre-recruiting

100's PACKAGING**QUANTITATIVE RESEARCH**

Field work to commence mid-February, if necessary	Packaging Test: To evaluate consumer acceptance and preference for new Slims packaging versus Current, as well as to assess the imagery communicated by each pack. Two alternative packs will be tested (New vs. Current) for each Slims packing.	Virginia Slims and Competitive 100's/120's smokers, both menthol and non-menthol, all tar levels (sample size TBD)	Mall intercept/telephone pre-recruiting using names from the PM database in 15 geographically dispersed markets with high SDI's for Slims
Field work to commence mid-February	Philcoat Board Test (if necessary): To measure if and how the new packaging effects consumer perceptions of Virginia Slims, both in terms of product and imagery.	300 Virginia Slims Lights Box smokers, ages 18-64; half menthol and half non-menthol	Same as above

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